

Listing of Claims:

Claims 1-7 Are Canceled

Claim 8 (new): A computer implemented system for marketing a health care product, the method comprising the steps of:

- a) receiving information about characteristics of at least one of a consumer and a decision influencer;
- b) based on the received information, retrieving stored information from a database accessible by the computer system, the stored information containing at least one of consumer information, decision influencer information, and product information;
- c) analyzing the received information and the stored information to determine presence of a sufficient indication of at least one of:
  - i) consumer interest in the health care product, and
  - ii) product-related relationships between the consumer and decision influencers identifiable from the stored decision influencer information;
- d) if sufficient indication is present, retrieving a list of potential actions related to the health care product from a product information database;
- e) evaluating whether to perform each of the potential actions based on at least one of consumer information, the decision influencer information, the product information, and action-specific criteria to ensure the potential action is cost effective; and
- f) performing potential actions that meet action-specific criteria.

Claim 9 (new): The method of claim 8 further including, prior to the performing step, prioritizing, sequencing and grouping the potential actions that meet the action-specific criteria.

Claim 10 (new): A computer implemented system for marketing a health care product, comprising:

- a) means for receiving information about characteristics of at least one of a consumer and a decision influencer;
- b) based on the received information, means for retrieving stored information from a database accessible by the computer system, the stored information containing at least one of consumer information , decision influencer information, and product information;
- c) means for analyzing the received information and the stored information to determine presence of a sufficient indication of at least one of:
  - iii) consumer interest in the health care product, and
  - iv) product-related relationships between the consumer and decision influencers identifiable from the stored decision influencer information;
- d) if sufficient indication is present, means for retrieving a list of potential actions related to the health care product from a product information database;
- e) means for evaluating whether to perform each of the potential actions based on at least one of consumer information, the decision influencer information, the product information, and action-specific criteria to ensure the potential action is cost effective; and
- f) means for performing the potential actions that meet action-specific criteria.

Claim 11 (new): The computer implemented system of claim 10 further including a means for prioritizing, sequencing and grouping the potential actions.